

ORDER



Orders
Order / Rev: 171031
Alt Order #: 08426416
Product Desc: JAY INSLEE FOR GOV
Estimate: 8243
Flight Dates: 10/25/16 - 10/31/16
Original Date / Rev: 10/24/16 / 10/24/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 100 N. 20th St. #201
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Inslee/Gov/D/Wash
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	60	\$8,870.00	\$7,539.50
10/31/16	10/31/16	14	\$2,295.00	\$1,950.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	60	\$8,870.00	\$7,539.50	0.00
November 2016	14	\$2,295.00	\$1,950.75	0.00
Totals	74	\$11,165.00	\$9,490.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY	12%	\$11,165.00
Market	100%	\$93,041.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$7,443.33
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$48,381.67
KREM	28%	\$26,051.67
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/25/16	10/28/16	7-9a GMA	CM	7-9a	-TWTF--	:30	8	\$160.00	P-2	0.00	NM	8	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/24/16	10/30/16	-TWTF--			8		\$160.00		0.00				

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E 1	KXLY	10/25/16	10/28/16	7-9a GMA GMA	CM	7-9a	-TWTF--	:30	8	\$160.00	P-2	0.00	NM	8	\$1,280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		8			\$160.00			0.00			
E 2	KXLY	10/31/16	10/31/16	7-9a GMA GMA	CM	7-9a	2-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	2-----		2			\$160.00			0.00			
E 3	KXLY	10/25/16	10/28/16	630-7a GMNW	CM	630-7a	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$175.00			0.00			
E 4	KXLY	10/31/16	10/31/16	630-7a GMNW	CM	630-7a	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1			\$175.00			0.00			
E 5	KXLY	10/25/16	10/28/16	6-630a GMNW	CM	6-630a	-TWTF--	:30	4	\$160.00	P-2	0.00	NM	4	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$160.00			0.00			
E 6	KXLY	10/31/16	10/31/16	6-630a GMNW	CM	6-630a	1-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1			\$160.00			0.00			
E 7	KXLY	10/25/16	10/28/16	9-10a M-F Live With Kelly	CM	9-10a	-TWTF--	:30	4	\$90.00	P-2	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$90.00			0.00			
E 8	KXLY	10/31/16	10/31/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1			\$90.00			0.00			
E 9	KXLY	10/30/16	10/30/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$85.00	P-2	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-----1		1			\$85.00			0.00			
E 10	KXLY	10/25/16	10/28/16	6-630p M-F M-F News @6	CM	6-630p	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$175.00			0.00			
E 11	KXLY	10/31/16	10/31/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1			\$175.00			0.00			
E 12	KXLY	10/25/16	10/28/16	5-530p M-F M-F News @5p	CM	5-530p	-TWTF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$175.00			0.00			
E 13	KXLY	10/31/16	10/31/16	5-530p M-F M-F News @5p	CM	5-530p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/31/16	11/06/16	1-----		1			\$175.00			0.00			
E 14	KXLY	10/25/16	10/28/16	630-7p M-F M-F News @630p	CM	630-7p	-TWTF--	:30	4	\$155.00	P-2	0.00	NM	4	\$620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/24/16	10/30/16	-TWTF--		4			\$155.00			0.00			
E 15	KXLY	10/31/16	10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KXLY	10/31/16	10/31/16	630-7p M-F M-F News @630p	CM	630-7p	1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----					1	\$155.00		0.00			
E 16	KXLY	10/25/16	10/28/16	730-8p M-F Insider	CM	730-8p	-TWTF--	:30	4	\$70.00	P-2	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-TWTF--					4	\$70.00		0.00			
E 17	KXLY	10/31/16	10/31/16	730-8p M-F Insider	CM	730-8p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----					1	\$70.00		0.00			
E 18	KXLY	10/25/16	10/28/16	7-730p M-F ET Tonight	CM	7-730p	-TWTF--	:30	4	\$70.00	P-2	0.00	NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-TWTF--					4	\$70.00		0.00			
E 19	KXLY	10/31/16	10/31/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----					1	\$70.00		0.00			
E 20	KXLY	10/31/16	10/31/16	7-730p M-F ET Tonight	CM	7-730p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	1-----					1	\$700.00		0.00			
E 21	KXLY	10/27/16	10/27/16	Thu 8-9p Prime Grey's Anatomy	CM	8-9p	---1---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	---1---					1	\$500.00		0.00			
E 22	KXLY	10/26/16	10/26/16	Wed 9-10p Prime Wed 9p Comedy	CM	9-10p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----					1	\$900.00		0.00			
E 23	KXLY	10/28/16	10/28/16	Fri 9-10p Special Friday ABC Prime	CM	9-10p	----1--	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--					1	\$750.00		0.00			
E 24	KXLY	10/30/16	10/30/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$45.00	P-2	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1					1	\$45.00		0.00			
E 25	KXLY	10/25/16	10/28/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	-TWTF--	:30	8	\$40.00	P-2	0.00	NM	8	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-TWTF--					8	\$40.00		0.00			
E 26	KXLY	10/31/16	10/31/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	2-----	:30	2	\$40.00	P-2	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/31/16	11/06/16	2-----					2	\$40.00		0.00			
E 27	KXLY	10/30/16	10/30/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1					1	\$65.00		0.00			
E 28	KXLY	10/30/16	10/30/16	This Week This Week	CM	758-9a (8:00 AM-9:00 AM)	-----1	:30	1	\$75.00	P-2	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1					1	\$75.00		0.00			
E 29	KXLY	10/29/16	10/29/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 29	KXLY	10/29/16	10/29/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-----1-	1				\$70.00		0.00				
E 30	KXLY	10/25/16	10/28/16	11p M-F Late News Late News	CM	11-1135p	-TWTF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/24/16	10/30/16	-TWTF--	4				\$125.00		0.00				
E 31	KXLY	10/31/16	10/31/16	11p M-F Late News Late News	CM	11-1135p	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/31/16	11/06/16	1-----	1				\$125.00		0.00				
													Totals	74	\$11,165.00